



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday October 2, 2013 – 8:30 – 11 a.m.
Tahoe City Public Utility District Board Room

NLTRA Mission

“To promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM – Chair

B. AGENDA AMENDMENTS AND APPROVAL - MOTION

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEMS (1 hour 50 minutes)

Marketing (50 minutes)

3. Destimetrics Report – Andy Chapman (10 minutes)
4. Ironman Report – Andy Chapman (15 minutes)
5. Visitor Center Report – Emily Detwiler (10 minutes)
6. Snowfest! Strategy for Future Funding – **MOTION** Judy Laverty (15 minutes)

Infrastructure/Transportation (5 minutes)

7. Transit Vision Update – Sandy Evans Hall (5 minutes)
8. Squaw Valley Winter Trail Snow Removal funding request – Ron Treabess **MOTION** (10 minutes)
9. Community Gateway Lighting funding request – Ron Treabess **MOTION** (10 minutes)

**2013
Board Members**

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Chair)
CB's Pizza & Grill

Kali Kopley (Vice-Chair)
Uncorked/Petra/Soupa

Brendan Madigan
Alpenglow Sports

Alex Mourelatos
Mourelatos Lakeshore Resort

Valli Murnane
(Secretary)
Tahoe XCountry

Ron Parson
(Immediate Past Chair)
Granlibakken

Bill Rock
(Treasurer)
Northstar

Joseph Mattioli
The Ritz-Carlton

Jennifer Merchant
Placer County

Kristi Boosman
TRPA
(Ex-officio)

Organization (25 minutes)

10. Fund Balance Proposal – Sandy Evans Hall (20 minutes)
11. Election Committee Formation – Sandy Evans Hall (5 minutes)

Membership (10 minutes)

12. Membership Manager Replacement Report – Sandy Evans Hall (5 minutes)
13. Membership Luncheon – October 11, 2013 North Tahoe Event Center (5 minutes)

Special Presentation (20 minutes)

14. Redevelopment Agency Succession Update – Ron McIntyre (20 minutes)

E. DIRECTORS' COMMENTS (5 minutes)

F. CONSENT CALENDAR – MOTIONS (5 minutes)

All items (**in bold**) listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions.

15. Board Meeting Minutes –September 4, September 23, 2013

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

16. **Joint Infrastructure/Transportation Committee – September 23, 2013**
17. **Marketing Committee – September 24, 2013**
18. **Business Association and Chamber Collaborative – September 11, 2013**
19. **Lodging Committee – September 5, 2013**
20. Conference Sales Directors Committee – No Meeting in September
21. **Finance Committee – September 26, 2013**
22. **Executive Committee Report – September 24, 2013**
23. **Financial Reports August**

1. Dashboard and project reports

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

24. **Conference Sales Reports**
25. **Infrastructure/Transportation Activity Report – August**

G. MEETING REVIEW AND STAFF DIRECTION (5 minutes)

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, 9/27/2013